Erickson Senior Living

Devonshire Brand Guide

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DEVONSHIRE
AT PGA NATIONAL
BY ERICKSON SENIOR LIVING®

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WELCOME

This Brand Guide provides specific guidelines for the execution of the Erickson Senior Living® and Devonshire/Chatsworth brands. Adhering to these requirements ensures brand consistency and reinforces our position as a strong, reliable, and dependable leader in our industry.

Please read this guide carefully and feel free to reach out to the Brand Management team at brandmanagement@erickson.com if you have specific questions or concerns or would like your materials reviewed to ensure they meet brand standards.

THANK YOU FOR YOUR PARTNERSHIP IN SUSTAINING A STRONG, SUCCESSFUL BRAND!

IMPORTANCE OF BRAND CONSISTENCY

Why Brand Consistency is Important

- **Stand Out in a Crowded Marketplace.** Consistent use of brand elements make it easy for people to recognize us when they see us.
- **Build Credibility.** A consistent brand starts to feel like a friend you understand and trust.
- **Control the Narrative.** Consistent branding allows the same story to be told across all touchpoints.
- **Stay Top of Mind.** Consistent and effective branding keeps your brand on top of people's minds

Why Brand Inconsistency Hurts

- **Creates Confusion.** Inconsistent use of brand colors, fonts, and messaging make it hard for audiences to identify materials that are generated by us.
- **Weakens the Brand Story.** Brand inconsistency makes it hard for employees, residents, and prospects to understand who we are and what we stand for.
- **Tarnishes Our Reputation.** Lack of consistency makes us appear disorganized and unsure of our direction and goals.

Quick Stats

- On average, it takes **5 to 7 impressions** for people to remember your brand
- **Ten seconds** is enough for people to form an opinion about your logo
- Using consistent color can increase brand recognition by as much as **80%**.
- It is important to **remain diligent** in firming up our brand look, feel, and language to reap the benefits of a strong brand identity.

Together, we can support a brand that **impacts** the bottom line. The **stronger** and more **favorable** our brand becomes, the more people will consider living and working here!

OUR BRAND STORY

Where It Began
In 1983, a former seminary on the outskirts of Baltimore, Maryland, was transformed into Charlestown, a community where people of retirement age could live a life free from the burdens of home maintenance and filled with new purpose and opportunity.

What started as a single campus has grown into a thriving national network of continuing care retirement communities. And while every Erickson Senior Living location has its own unique name, look, and feel, one thing remains constant: the Erickson Way culture.

The Erickson Way Culture
The Erickson Way comprises our mission, vision, values, and brand promises. Together, they serve as our "North Star" for all decisions and interactions.

Our Mission is to help people live better lives.

Our Vision is to be the most trusted and respected leader in senior living.

Our Values are we-centered actions and behaviors that set us apart from other senior living providers and employers:

- We value meaningful relationships.
- We seek out and celebrate diversity.
- We are friendly and enthusiastic.
- We act with integrity.
- We strive for excellence.
- We are accountable.
- We are one team.

Our Brand Promises are for residents and team members:

1. Financial stability/benefits
2. A vibrant lifestyle/workplace
3. A focus on health and well-being

OUR BRAND STORY

Brand Tone
The story of our brand shines through in the tone of our communications. When writing or speaking about Erickson Senior Living and our communities we follow these principles:

- **We use "you"-centered statements** whenever possible, to convey that our focus is always on residents, team members, their families, and guests.
    - At this community, you will enjoy a lifestyle like no other!
    - Your health and well-being are a priority.
    - You asked and we delivered! Introducing new opportunities to grow and enhance your career.

- **We choose words that are friendly, relatable, warm, positive, and uplifting,** as these types of words convey the welcoming atmosphere at our communities and home office locations.

- **We keep language polite and conversational, not formal.** Our communities are like small towns where neighbors call each other by name. The tone of our communications reflects familiarity, kindness, and respect.

LOGO USE GUIDELINES

What Our Logo Symbolizes
Because of its unique offerings and distinctive lifestyle, Devonshire at PGA National and Chatsworth at PGA National have logos that distinguish them from traditional Erickson Senior Living-managed communities.

Monogram
The monogram in elegant serif font, conveys sophistication.

Brand Colors
The fresh blue and green color palette reflects the Palm Beach Gardens location while also communicating positive growth.

Logo Endorser Line
The community logo is anchored by the words "by Erickson Senior Living," which serves several purposes:

- It clearly identifies our offering (senior living).
- It elevates the local community brand position by connecting it to the national Erickson Senior Living brand.
- It highlights the important relationship between Erickson Senior Living and the communities it manages.

LOGO USE GUIDELINES

Brand-compliant logos for Erickson Senior Living and all communities are available on the Brand Management Center.

Logo Elements
The Erickson Senior Living logo comprises three elements:

- Promise icon
- Erickson Senior Living
- Legal mark

The Devonshire and Chatsworth community logos comprises four elements:

- Monogram
- Community Name
- Endorser line
- Legal mark

These elements cannot be separated for any reason. It is imperative that you never crop out or isolate a logo element.

LOGO USE GUIDELINES

The Erickson Senior Living endorser line includes a registered mark, which indicates that the company name is officially registered with and protected by the U.S. Patent and Trademark Office.

Earlier versions of the Devonshire and Chatsworth logos include the old management company name, Erickson Living. It is vital that you use the updated logo that references Erickson Senior Living.

Please review any materials previously downloaded from the Brand Management Center to ensure the correct management company name appears. If it does not, please delete the old versions and download updated templates and materials from the Brand Management Center.

Logo Orientations and Size Requirements
Vertical orientations of the Devonshire and Chatsworth logos are available on the Brand Management Center. The minimum reproduction size of this logo is **1** inch.

If you need a logo smaller than the minimum reproduction size, please contact Brand Management for information and guidance.

LOGO USE GUIDELINES

Logo Colors
The Devonshire and Chatsworth logos consists of two colors: **green (PMS 7495)** and **aqua (PMS 7459)**. These colors were specifically chosen to convey growth and positive change for both the community and its residents.

PMS 7495 R135 G150 B55 HTML 879637 C30 M4 Y85 K30	**PMS 7459** R48 G149 B180 HTML 3095B4 C76 M6 Y8 K15

The logo should appear in these designated colors at all times.

Approved Logo Color Schemes
Logos are available on the Brand Management Center as EPS and PNG formatted files in these approved color schemes:

- Full color logo
- All white logo

If you need a black and white logo or a different file format than those listed here, please contact the Brand Management team.

Full Color Logo

All White Logo

LOGO USE GUIDELINES

Logos for Embroidery
There are special quality control considerations for embroidered logos. Erickson Senior Living has selected the YGS Group and Apex Advertising as our vendors of choice for these requests. Please see the Approved Vendors section of this Brand Guide for contact information.

Click here to read about Erickson Branded Solutions (EBS) and our approved vendors.

LOGO USE GUIDELINES

Proper Logo Use

1. Never use the Devonshire or Chatsworth name separate from PGA National.

2. Never remove the “By Erickson Senior Living” endorser line.

3. Never remove the monogram from the logo.

4. Never use the icon by itself.

5. Never add a service, department, name, or title to the logo.

6. Never individually change the proportions and/or size of any of the elements in the logo.

LOGO USE GUIDELINES

7. Never stretch or compress the logo.

8. Never change the color of any of the elements in the logo.

9. Never rotate the logo.

10. Never change the case or font of the logo.

11. Never surround the logo with an outline or print the logo on a background that does not provide enough contrast.

12. Never scale a small JPG or PNG version of the logo to a larger size or pixelation will occur.

LOGO USE GUIDELINES

13. Never reproduce the logo smaller than the minimum size of 1 inch for print and digital media.

14. Never place the logo on a photo or background that does not provide enough contrast.

THE BRAND MANAGEMENT CENTER

In addition to approved logos, hundreds of brand-complaint templates and resources are available to you on the Brand Management Center. This comprehensive site can be accessed from the Quick Links section of the eLINK home page.

Simply click on your location to explore the full suite of customized materials, which include:

Branded Templates
Each template includes instructions for proper use, so read them carefully:

- Agendas
- Anniversary Logos (available for communities celebrating a milestone anniversary)
- Bifold and Trifold Brochures
- Emails
- Community Letterhead
- Flyers
- Name Displays (for your office or workspace)
- LinkedIn Cover Photos
- Posters
- PowerPoint Presentations
- Reports
- WebEx Backgrounds

Template Font
The brand-compliant font for all templates is **Gotham Office**. This font is available for all company-issued computers and was chosen for its clean lines and easy readability. The minimum approved font size for Gotham Office is 10 points. You may increase the font to a maximum of 14 points to improve readability. If creating materials for those with visual impairments, the approved font size is 18 points.

If you do not currently have the Gotham Office font installed on your company-issued computer, please contact the IT Service Desk for assistance.

THE BRAND MANAGEMENT CENTER

Branded Items
The following resources are available to assist you with developing and purchasing quality, brand-compliant items for distribution to current or prospective residents and team members.

Erickson Branded Solutions (EBS)
EBS is the company's online storefront, offering branded office supplies, marketing materials, promotional items, and more. Note: Access to the Company Store section of EBS requires manager approval for users not in leadership roles.

For any EBS questions, reach out to the EBS Support Team.

Approved Vendors
The following vendors have been carefully vetted for quality and customer service. They already have our logos on hand, have access to our brand assets, and are well-versed in meeting our brand standards.

The YGS Group
Specialties: print, signage, promotional products, apparel, embroidery
Main contact: Tricia Stonesifer | tricia.stonesifer@theygsgroup.com | 717-968-5116

Apex Advertising
Specialties: promotional products, apparel, embroidery
Main contact: Mike Valentini | mvalentini@apexadv.com | 717-587-1641

Ironmark
Specialties: promotional products, tablecloths
Main contact: Tim Mace | tmace@ironmarkusa.com | 443-541-5491

THE BRAND MANAGEMENT CENTER

Best Practices to Order Promotional Items and Work with Vendors

Before placing an order, please consider the following when determining appropriate information:

- **Visit Erickson Branded Solutions (EBS)** to see if the item is available for order.
- **Select an approved vendor** to place your order with.
- **Consider the following** when selecting and working with vendors:
    - **Share product images as inspiration**, even if it's on a competitor's or other retail site (i.e., Amazon). Many vendors have access to similar inventory even if not found on their website.
    - **Request low- and high-budget options** to compare value and quality.
    - **Get a proof** to review before producing items. A proof ensures accurate colors and logo placement. If you'd like a second set of eyes to ensure brand compliance, share the proof with the brand management team (brandmanagement@erickson.com).
    - **Not sure where to start?** Ask the EBS team (ebssupport@erickson.com) for guidance.
- **The vertical logo is the preferred layout** and should be used for any and all materials that support its size. The horizontal logo should be used when the vertical logo does not fit within the allotted space.
- Ensure you provide the vendor the appropriate file. Learn more about the available file types for download on page 10.

THE BRAND MANAGEMENT CENTER

Imprint Considerations

- **If the item is a promotional giveaway,** including a phone number and/or web address is appropriate. NOTE: The item's imprint area must be considered when determining what contact information to include. Please consult with the approved vendor, EBS Support, or the Brand Management team for guidance.

- **If the item has a higher price point,** including a phone number or web address may lessen the perceived value of the item. Using just your community logo or a logo lockup with your department name may better reflect your intended purpose.

- **If you need assistance choosing the best item,** please contact EBS Support or Brand Management. We will be happy to provide recommendations.

THE BRAND MANAGEMENT CENTER

The following brand-related EPOC policies must be fully adhered to in order to protect the integrity of our brand. Please review them carefully before developing or finalizing any branded materials.

- Brand Compliance EPOC policy
- Programs, Committees, Themes EPOC policy
- Company-Owned Websites and Social Media EPOC policy

THANK YOU FOR READING THE BRAND GUIDE!

Reach out to the Brand Management team if you have specific questions or concerns or would like your materials reviewed to ensure they meet brand standards.